**TCS: BYT\_The\_Must\_Have\_Tools\_for\_Live\_Video\_Marketing**

**Male Speaker:** Welcome to Build Your Tribe with your host Chalene Johnson.

**Chalene Johnson:** I am going to talk about whether or not you need to like figure out if you need new tools but I think it’s going to make scoping a lot easier for many of you in terms of worth your while especially if you are trying to figure out like if I have a really good scope, what do I do with it. The very few tools that I think are going to make things a lot easier for you #1 and #2, I am also going to talk about the GoPro. So let me first talk about if you are new to scoping, something that’s really super important and that is this. You are producing great content. It’s content that whether you want to use it now or five years from now or five months from now, content is the most valuable thing that you have as an entrepreneur. It also is the thing that takes the most time. It’s also the thing you can’t outsource. You cannot outsource your voice. It needs to be exactly the way you would say it.

So I do believe that your content on periscope even when you are like, well I just did a 30 minute periscope and I was all over the place and I don’t know if it was that valuable. I guarantee you this. You dropped a bomb in there some place. At some point in there, you definitely dropped a golden nugget that is either tweetable or could turn into a post for Facebook or something you could spin off into a blog post or maybe just a 1 minute piece of content that could take your Facebook engagement to the next level because that video #1 should be reused but not uploaded as a link from Periscope. That’s a no-no. Facebook doesn’t want to promote periscope dah! Neither does YouTube but if you have like periscopes from start to finish are worthy of sharing to the world but for sure, there is a minute or two in there that is golden that’s either hilarious or really speaks to who you are or it’s like, oh my God, that’s a best quote ever. I don’t even know what I said but it was amazing. You need to save those broadcasts.

Here is how you do it. Now listen to me. I am about to talk some truth to you. If you cannot handle the truth, you might want to leave because this is going to sting a little bit. You know I talk real to you. I am here in Utah right now. I am recording this from a home on the side of a mountain in Park City, Utah and I had ten of my girlfriends here with me and we sat around table and every single one of them is a business owner, every single one of them. All ten of them are entrepreneurs because sometimes I get mad. Sometimes I get mad [0:02:22] I get frustrated. They are like, oh hang on, I’ve got to delete some pictures, I’ve got to delete some videos. I keep running out of storage, I can’t figure out where this is on my Dropbox and they are all like complaining about it that they didn’t have any room on their phones and I am like, ladies, are you serious right now? And they are like, yeah! And I said, why don’t you get dropbox for business. And they are like, “Because it’s not free”. Wait a second! All of the women at this table at least have a six figure business with no physical location, no rent to pay, no building insurance, no receptionist, no utilities, no internet connection, none of that.

You all have six figure if not seven figure businesses and you are going to complain about storage. That’s all you need if you are a personality, if you are a brand, if you are someone who is doing online social media marketing, if you are someone who is trying to get your message out there. Dude, you must invest in storage. You need Dropbox, you need Business Dropbox. It is so beneath you to be complaining about running out of space because that’s about the dumbest thing I’ve ever heard. It’s crazy to me that you wouldn’t invest in space. This is not an ad for Dropbox for Business but it kills me when people are like, oh, but you have to pay for that. I am like, you get what you paid for. You own a business. You intend to own a six figure or a seven figure business, then invest in storage because you need unlimited shell space.

You should never lose your golden material simply because you don’t have enough space. You should never lose out on a moment to take a picture or a video or to record an incredible thought because you don’t have enough space. That doesn’t make sense to me. So #1, scared of money, don’t make money. When it comes to any kind of free services, I know what that means. That’s to reel in the people who quite frankly will only ever be able to afford free but if you are ready to take your business to the next level, then you want to upgrade for the better service. Do you research? I research every single, possible type of digital storage including Google, all of them and to date and I am happy to change my mind when the research shows that I should but at the moment, the safest, the most effective, the easiest to use, the most secure is dropbox for business.

Now does everybody need dropbox for business? No but I am just saying if space is an issue and if you’ve got a team, they you’ve got to use Dropbox. Number two when it comes to storages, you run your business, your life. You promote yourself from your phone. So what are you doing on the iPhone 3S, what are you doing? You need that extra phone anyways because you need it to operiscope on. Now like devices are like gold for me. Neither I am going to send it to somebody who works for me in the Phillippines because it’s very, very, very expensive to get an iPhone in the Philippines or I use it to do a double broadcast. I use my older phone to do a double broadcast because you all need to upgrade, yes.

So here you go. You can play this portion of the broadcast for your business partner or your life partner whoever does you need to convince this to – but it saves you time, money, frustration, aggravation and headache by upgrading and what is your peace of mind worth of you. Seriously you’ll, you’ll need to upgrade, okay. Buy the most storage possible. Whenever you are buying anything that relates to storage like whether it’s your Apple TV, your Dropbox, your WiFi, your external hard drive, your phones, get the biggest because now where everything is video and so we are going to require more and more space and that’s why its really important that you upgrade.

Okay so, so far, my #1 tip is you need more storage. Storage should never, ever, ever, ever be an issue. #2, you’ve got to make sure that that storage includes your phone. Then you’ve got to set up your phone so that it automatically syncs with your Dropbox. So every single video I ever record whether I hate it, whether I think we are going to use it or not, it always saves to my phone. That audio whether I want to use it or not, I can decide later. It automatically syncs to Dropbox. So all of that is saved there. Now the thing about Dropbox for Business is if by accident, I were to ever erase it, it stays there. It never goes away and so now I have it in three places. I have it on my iPhone which has a massive amount of storage, I have it on the iCloud which has massive amounts of storage and I have it on my Dropbox personal which has massive amounts of storage and I have a copy of it on my Dropbox business.

So people are like, well what if you lose it? You won’t, okay. And this is all automated and those of you who are in the virtual business academy, you know that this lesson if you haven’t got there is coming up and I teach you how to automate that process and how to keep it really simple. The next thing you need in my opinion is great sound because if nothing else, you may at some point decide you want to do a podast or a radio show or you might want to just take your voice and lay pictures over it. Let’s say if you are not crazy about the video quality or content of your periscope, well then you want to make sure that your sound is really, really good if you just listen to it. People will tolerate poor video, but they won’t tolerate poor audio.

Isn’t that interesting? So if you go back and look at my Facebook page just as an example, it is facebook.com/chalene. You will see, if you click on videos, there is a video my team posted a couple of days ago. I didn’t even know they did this where I was talking about surrounding yourself with better people. I want you to watch that video because it is going to trip you out. It’s only like 2 minutes but what they did is, they laid down really high quality video clips that I’ve done over the years for different things. They laid in some stock photos and they took a two minute audio of me on Periscope which is, I think I might have even done it in the bathroom here like a hot mess but the audio quality was good and so they were able to load video on top of that and it turned out beautiful.

In fact, they got text messages from people who are like, who did that for you, where did you have this done and I was like, what! I don’t even know they did that. They are so good but they wouldn’t have been able to do that and it wouldn’t have come across as professional if I hadn’t used the microphone. So here is the mic that I am using now, it’s no big deal. I think it’s like 40 bucks and there is a couple of knocks off too maybe but I really like the Rode Lav mic and I just plug it into the bottom of my phone and this is what I use to record. Like this will be used for a podcast. Normally if I am at home and I am doing a podcast, I will set up an external microphone and this microphone. So that means, I have a microphone kind of like slightly off camera. I plugged it into my laptop, I click record and it records my voice, not the video obviously. It records my voice into audacity, okay and then that file I send off to my podcast editor but in cases like this, in cases like the podcast episode that I released today, I recorded last night with my Rode Mic.

Now podcast [0:09:35] people who are sound engineers and very particular about sound, they don’t like it. I am just going to be honest. They are like, it bugs them when they hear differences in sound quality but for me, here is what I look at because I will get comments like that. People will say, you know I don’t like sometimes you are not recording on a professional microphone and my theory is, people want content and I don’t think that many people can tell the difference and it makes that big of a difference that they won’t listen. Now I have listened to podcasts where it sounds like someone has laid a mic down on the floor underneath the sock in a room where there is a bunch of people talking and they are like, here you can listen in on this medium. I am like, uh uh I can’t do it! I can’t do it! I can’t do it! But I don’t think most people care that much and can tell that big of a difference and the way that I determine that is by my downloads and my ratings.

So our ratings keep going up and up and up. The Chalene Show continues to be top rated in the health category. It’s a life coaching show and Build Your Tribe continues to be at least in the top usually 20, 25. I think today it was in the top 30. Sound is very important. It’s very important for repurposing your content and I want you to trust me like a mom giving good advice. Even if you think right now, I don’t have a podcast, I don’t have a business, I have no need for content, you will. I know you will or you wouldn’t be watching me. There is no way you would be watching me if at some point, you weren’t destined to be your own brand or have your own business, and my friends, you are going to need content and you already have it. Do you need good lighting?

The answer to that is yes especially if you are going to repurpose it #1 and #2, here comes the truth again. You need good lighting if you are a female. It’s not fair, I didn’t make the rules. You need good lighting if you are a female. Now the guys don’t care that much. They don’t care if we are poorly lit but women, it’s weird. We receive a message if we are not distracted by like, she is looking mighty tired today, she is looking haggered and light can do that for you. Like whenever I had to do any type of Gigamo I was like give me the real housewife’s lighting like give me Oprah’s lighting, give me more lights. Give me more light, more light, more light, right. So right now, I am not using a ring light or any other kind of light. I am using daylight.

So what you do is you face the light coming in at you. The camera has its back if the camera had it back. The camera has its back to the sun, you have your face to the sun. If you don’t do that, then you have to contend with lighting issues and that also affects the quality of the video, interesting right. So I do recommend that you use good lighting because it’s just less distracting and you know, here is the other reason why I think good lighting is important because most people will not periscope or any type of live streaming or even video for that matter because they don’t like the way they look but if you’ve got decent lighting, I guarantee you are going to like the way you look a lot more than if you did it in poor lighting. So use a good light.

Ringlights are the bomb. There is just no comparison to the Ringlights but it’s a $200 investment or more and not everyone is ready to make that investment but it’s cheaper than Botox, isn’t it? Yeah, and especailly if you are going to be using and creating a lot of video, why not use and invest in a great light. Are there other lights you can use? Yes, here is one that’s a clip on. It goes right into your phone but you have to be so close to it for it to light up your face that it’s like kind of too close for me and then there are other little lights you can do. You just have to find in Amazon. Just look for a phone Ringlight and you will find it’s like 35 bucks, okay. This is a light that I bought from Stellar Lighting Systems and it has – is that called a Hotshoe I believe and this attaches to any type of a mount and it’s pretty damn bright. So that’s what I brought because I was traveling. I also have the LuMee Case and the LuMee Case is nice but again you’ve got to be pretty damn close to it you know and like I don’t need to be like up in your grill having you like analyze my makeup.

So those are the lights that I recommend but the cheapest and perhaps the easiest is daylight. So that’s my suggestion to you when it comes to light. Have a mount, to have a mount – really have a great mount, there is a difference in mounts. I could really start a mount cemetery. The UPS man knows me by first name because I have bought so many dumb tripods and mounts and I am not an affiliate with Arkon Mounts. I don’t even think I’ve ever gotten a discount for Arkon Mounts even though they’ve offered it to me and here is why because I prefer to have me give you recommendation and you know, it’s not because I am getting a discount or I am getting anything for free, it’s because I use it and it’s amazing.

Okay now let’s talk about the GoPro. So ironically on the way here to Utah, I’ve picked up Inc. Magazine and I was reading about the GoPro. The angle they were taking is that the GoPro is in serious trouble that their stocks have dipped dramatically and they’re kind of done and their theory on it was nobody needs another GoPro whereas with your phone when the upgrade comes out, you see all the cool things that everybodies knew one does and you are like, oh I need a new phone now, right but with a GoPro, you are like, okay I get it and it’s kind of not that easy to use and so like I have one, do I need another and so most people have one GoPro and they are done and I thought that’s a really good point and the article said, they are going to have to do something big and major if they are going to stay in this game and sure enough, the second I get here, I see updates from Alex Petit and from Alex Kahn, yes and they are all talking about using the latest periscope update you can broadcast from your GoPro.

Well I have a GoPro HERO4. So I am like score, awesome! And I happen to be snowboarding. Okay so the only reason why you might need one is, [0:15:40] seen gamechanger. If this is in its case, the sound is nearly inaudible and it has to be in its case when you are in the snow or in the water. So then sound is no longer even an option, okay. So in that case, it’s fine for getting great footage, you can toggle back and forth from your camera, your iPhone which has great audio quality till you [0:16:05] like I did that today. So I started off on my camera and I said, hey guys okay we are about to go snowboarding and I hope that you will stay with us because we are hitting down the mountain and I am about to go on the GoPro and so the sound quality was okay.

Here is how you connect it. All you do is you download the GoPro app. You must have a GoPro for it and then what you do is you turn on the WiFi on your GoPro, that’s step 2. Step 3 is you connect, you click on WiFi from your phone and you connect the WiFi that’s being broadcast from your GoPro and then once you do that, now as soon as you open up the periscope app, the periscope app identifies that it’s connected to a GoPro and it automatically looks at a different broadcast and you can see the little GoPro icon and then you just click start broadcast. Now a lot of people are saying, it’s a game changer. I don’t think it’s a game changer, I don’t because of the sound #1 and #2 because when you are broadcasting from a GoPro, I can’t see your comments, I can only talk to the lens and that’s tough because we love talking to your comments. We love seeing green and blue hearts. So it’s tough. Is it super dope cool if like you are doing a dance class or you want everybody to see the whole room or if you want to broadcast a seminar or an adventure or you are snowboarding, you are skiing or rockclimbing. Sure that’s super cool, super cool but in terms of us using it to interact, you have to have a secondary device close to your Go Pro.

So you have to have your GoPro facing you right and then you’d have to be like looking down to Videcom. It’s like you know what I mean? So it’s going to be tricky. I just don’t think it’s a game changer yet personally. I do think however that there are some possibilities here with some upgrades. Gosh, if they improve the sound, that would be huge. When it’s not in the case, the sound isn’t that bad. It isn’t that bad but there is no way for me to plug in an external microphone and so for that reason, I won’t be broadcasting from this like when I am doing my normal broadcast even though it’s like fun.

Okay so here is the deal. I did two GoPro broadcasts earlier today. One I did inside the house. It’s very quick, it’s 6 minutes and you can see what that looks like and it’s really cool like for realtors, oh my god! That’d be amazing. For those of you who are like doing tours or you need a really broad, big, high quality video, it’s freaking awesome. Then I did my second broadcast you will see right after that out on the slopes. Bret had an [0:18:46] cam and then I was carrying my phone and we were going to stay really close together and I was snowboarding. And I have a little bit of an injury but I thought you know what, I am on video right now. I am going to kill it. I am going to rip like they’ve never rip before. I want the Kana [ph] to say, oh my God, is she a pro? Like I had no idea.

In my mind as I was snowboarding, I was envisioning all of the comments that I kept thinking, people are going to be saying things like, I know she was so good. Wow! Is that Chalene? I pictured comments like this. I have a new found respect, right like I was going to have a whole new fan base and I was shredding as hard as I could and I went up to the trees really fast and Bret was like, I was worried for you and then I am like, I know but I knew you are like right behind me live on periscope. No, none of that happened because right as I went underneath the bridge, it clicked back to my phone. I think we were too far apart. So that was my mistake. He should have been carrying my phone dah! But I just hadn’t figured that out.

So it was in my pocket and then it was so funny because once I landed which is what I call it when I get to the bottom. When I got to the bottom, everyone is like, umm people’s comments were like, are we really here watching the inside of our pocket for like 6 minutes and people said, but the first part of it, they could see it was pretty cool and I do think that was my error. I believed the reason why that didn’t work is because I had the phone. Does anyone know for sure. I think it’s because I had the phone and we separated like just a little too much. I saw my hair in pocket. Apparently some of my hair was tucked in my pocket but in my mind, I was like, people are going to see this and they are going to probably send it to Burton or like Roxie.

I am going to finish this run and my phone is going to blow up with snowboarding endorsements and this is pretty sick and none of that happened, umm...you just got to hear me going, he’s got to hear the snow. So you have to watch it’s kind of funny but if you tune into the second broadcast, trust me. Once it goes in the pocket, it doesn’t come back until the very end of the run so you can kind of like fastforward to the end where I am like, what do you guys think and they are like, yeah, no. No we didn’t think anything. So do you need to run out and buy a GoPro? No, you don’t, you really don’t. You do not but if you can think of a reason why you need a broader angle. For example, I am thinking about what if I started another periscope handle and I just did my workouts using the GoPro right from that periscope like – because I wouldn’t do it on this one because people don’t expect to get workout scopes here. They want content but I am just like, what if I started another channel and any time I scope from that, I could use the GoPro and get like really great live footage so you could workout with me. That’d be pretty cool, right?

If you want more great tips on the types of equipment that you need to really master live broadcasting whether it’s on Facebook or periscope or YouTube or whoever comes out with live streaming next which of course you’ve got to consider Twitter because now our Live streams are showing up in your Twitter feed, then I encourage you to download my free guide. It covers everything like how to come up with titles, how to set up your light and which mounts we love, what type of lighting and where do you get them, the links and all of that is included including maybe the mistakes at most new periscopers or live broadcasters making the beginning. You can get that by going to periscopeisdope.com, thanks so much for joining me on this episode of Build Your Tube.

This episode has been sponsored by courageous confidence club.com. It’s a club that I’ve created specifically to help people who struggle with confidence and insecurities in social settings, and just standing up for themselves. Being yourself and feeling good about it. All of us could benefit from having more confidence. I’d love for you to just experience a taste of it, so please be my guest by going to Chalenejohnson.com/confidence tips. Now, if you don’t feel like writing that web address down or remembering to go there later, all you have to do is, while you’re listening from your phone, send me a text message. The number is 949-565-4337, and that is for US residents. Then just send me the word confidence and I will send you access to this video.

This video will help you to eliminate self doubt and just feel more confident in any situation, whether it’s work or personal, or just your social interactions. Every one of us can benefit from having more confidence. There you’ll submit your email address and I will immediately send to your inbox my latest training video. Where I teach you step by step how to feel more confident in just about any social setting. I think you’ll find this incredibly useful, whether it’s business, or personal, or just in your everyday interactions. Confidence is something that makes life easier. It helps you to raise more confident, self efficient children. It allows us to speak our minds, to stand up for ourselves, to do the things that otherwise we are paralyzed by fear and we just allow our own thoughts to stop us. By learning how to overcome self doubt and fear of success, you can become that confident person that others are attracted to. The person you want to be. The person you deserve to be. The person you know is inside of you. So thank you for checking out my free tools by going to Chalene Johnson.com/confidencetips